

Pathway

Central Virginia Community College Associate of Arts and Science in Business Administration Radford University Bachelor of Business Administration in Marketing

Based on degree requirements for the 2022-23 academic year

| Central Virginia CC Associate of Arts and Science in Business Administration | | | |
|--|------------|-------------------------------|------------|
| Fall Semester | | Spring Semester | |
| First Year | Cr. | First Year | Cr. |
| SDV 100 | 1 | ENG 112 | 3 |
| ITE 152 | 3 | MTH 261 | 3 |
| ENG 111 | 3 | CST 100 or CST 110 | 3 |
| Science w/Lab | 4 | ECO 201 | 3 |
| MTH 161 | 3 | Science w/ Lab | 4 |
| | | | |
| | 14 | | 16 |
| | | | |
| Second Year | Cr. | Second Year | Cr. |
| HIS 101 or HIS 121 or HIS 141 | 3 | HIS 102 or HIS 122 or HIS 142 | 3 |
| Humanities Elective | 3 | ECO 202 | 3 |
| HLT/PED | 1 | Humanities Elective | 3 |
| ACC 211 | 4 | ACC 212 | 4 |
| BUS 221 | 3 | BUS 222 | 3 |
| | | HLT/PED | 1 |
| | 14 | | 17 |

| Radford University Bachelor of Business Administration in Marketing | | | |
|---|------------|--------------------|------------|
| Third Year | Cr. | Third Year | Cr. |
| MKTG 101 | 3 | MKTG 350 | 3 |
| FINC 331 | 3 | MGNT 333 | 3 |
| MGNT 322 | 3 | BLAW 203** | 3 |
| MKTG 340 | 3 | MKTG elective | 3 |
| ITEC 281* | 3 | ECON 340 | 3 |
| | 15 | | 15 |
| | | | |
| Fourth Year | Cr. | Fourth Year | Cr. |
| MKTG 446 | 3 | MGNT 428 | 3 |
| MGNT 357 | 3 | MKTG 445 | 3 |
| MKTG elective | 3 | Marketing elective | 3 |
| MKTG elective | 3 | Elective | 3 |
| Elective | 3 | Elective | 3 |
| | 15 | | 15 |

* ITE 140 will transfer to Radford as the equivalent of ITEC 281

**BUS 241 will transfer to Radford as the equivalent of BLAW 203

Notes

In accordance with the State Policy on Transfer, students who transfer to Radford University from a Virginia Community College will have satisfied Radford University's Core Curriculum **if they have earned an Associate of Science in Business Administration degree**; if they are able to earn such a degree by successfully completing at a Virginia Community College courses remaining for the degree concurrently with the first semester of enrollment at Radford University; or if they will earn the associate's degree as a result of credit earned during the first semester of enrollment at Radford University, up to a maximum of 10 hours.

Students must complete at least 120 credit hours to earn a Bachelor of Business Administration degree; of these 45 hours must be completed at Radford University, including at least half of the hours in the major. Students pursuing a BBA must maintain at least a 2.25 major GPA. Additional Information is available in the Radford University Undergraduate Catalog. Additional Information about transferring to Radford University is available from the Office of Admissions. **For any course to count for transfer, it must be completed with a grade of "C" or higher.**

Course requirements, names and numbering are subject to annual review to ensure compliance with any changes at either institution.

Useful Information

- For information about the Marketing program, contact the Department Chair, Dr. Wil Stanton, at wstanton@radford.edu
- Radford University Department of Marketing: <http://www.radford.edu/marketing>
- Radford University Davis College of Business & Economics: <https://www.radford.edu/davis-college>
- Davis College of Business and Economics Advising Center: <https://www.radford.edu/content/cobe/cobe-advising.html>
- Radford University: <http://www.radford.edu>
- Radford University Catalog: <http://catalog.radford.edu>
- Radford University Office of Admissions: <http://www.radford.edu/content/admissions/home/transfer-landing.html>